

**Economic Development Advisory Council**  
**10/14/09 Meeting minutes - Fireside Room - Hampshire Hills**

**Present:**

Tom Sapienza, Hampshire Hills, Chairman  
Heather Leach, Centrix Bank  
George Infanti, Milford Paint and Wallpaper  
Penny Seaver, Bean, Smith & Seaver Real Estate  
Rosie Deloge, Milford ATC, School Board representative  
John McCormack, TIFD representative  
Chris Costantino, Conservation Commission  
Tracy Bardsley, DO-IT  
Sean Trombly, Trombly Gardens  
Dale White, Leighton A. White Construction  
Bill Parker, Community Development Director

**Excused:**

Matt Ciardelli, Ciardelli Fuel Co.  
Brad Chappell, Chappell Tractor  
Janet Langdell, Planning Board  
Rich Ball, Cirtronics

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T. Sapienza called the meeting to order at 7:30AM.

**Minutes:**

Copies of the minutes of the September 8, 2009 meeting provided by B. Parker did not have all the pages copied so action was tabled to the December EDAC meeting.

**EDAC Subcommittee Reports:**

T. Sapienza noted that EDAC subcommittees had been meeting and asked for reports from each group.

*Land Use Subcommittee (H. Leach (chair), G. Infanti, C. Costantino, S. Trombly, J. Langdell):*

G. Infanti noted that the LU subcommittee had met several times, including with the Planning Board to obtain its wishes and direction. Two areas of Town were prioritized as needing review relative to economic development and redevelopment – the west Elm Street corridor and the mixed use area bordered by Route 13 North (Mont Vernon Road) and North River Road. Because the study of the Elm Street corridor appeared to be a mountain of a project, the LU subcommittee is moving forward with a potential rural commercial-type zoning district for Rte 13/NRR. G. Infanti noted for the record that both he and Sean Trombly are landowners in this area and in the interest of full disclosure this had been discussed within the committee. It was felt that at the subcommittee level of study it made sense for property owners to be a part of the process – and that any proposal would still need full EDAC support, then Planning Board support to move forward. At this time it was the subcommittee’s goal to have something ready for the PB to place on the March warrant.

The LU subcommittee is looking at the mixture of uses, ways to promote agriculture, access management and design standards that will protect the residential uses, and district boundaries. H. Leach added that the subcommittee is very interested in moving forward on the Elm Street corridor, and will possibly solicit the help of the Nashua Regional Planning Commission through the Community Development office. There was additional discussion and the EDAC supported the work thus far of the LU subcommittee. M. Putnam added that from his discussions with Guy Scaife he found Mr. Scaife supportive of all the work being done by the EDAC.

*Policies and Procedures Subcommittee (J. McCormack (chair), M. Ciardelli, D. White, P. Seaver, B. Chappell)*

J. McCormack reported that the Policies and Procedures subcommittee had met and was approaching its review of the Town’s processes with a “time is money / what can we do to speed up the process” and will be approaching department heads involved in the permitting and development process to do fact-finding. J. McCormack added

that the subcommittee had met with Guy Scaife to get his buy-in with the approach, and to emphasize that the subcommittee was not looking to be a threat to department heads but intended to work with them to get the economic development message heard and to find ways to accomplish the goal. G. Scaife was very supportive. J. McCormack stated that B. Parker had begun the assemblage of all forms, checklists, permits and from J. McCormack's initial review permits were inconsistent in form and could be made more uniform, it appeared that tracking processes and reporting needed more consistency, and construction specs needed to be completed. The subcommittee was moving forward at this time to meet with the various departments, with the first meeting scheduled with Community Development which appeared to be the primary contact department for development processes. J. McCormack also noted that the subcommittee would be attending land use board meetings to see first hand how these groups operate. Dale White added that he was pleased that G. Scaife was supportive of the subcommittee's effort on policies and procedures.

*Website Subcommittee (T. Bardsley (chair), R. Deloge, T. Sapienza, R. Ball)*

T. Bardsley and R. Deloge reported that the subcommittee had met with G. Scaife, Dave Kirsch (Community Media) and Andrew (?) of the Ambulance Service to begin discussions on the town's website and its need to communicate a better economic development message, as well as needing to be revised to better serve the public. The subcommittee has determined that it will set up forums to facilitate community and business input and find out what users are looking for. Discussions with D. Kirsch have generated some good ideas on functionality, and design and mechanics are the two key issues. B. Parker reported that he came out of his recent workshop in St. Louis on economic development marketing that the website is the primary source for information – the first place site selectors go to and there are many examples of excellent websites to borrow from, and there are certain pieces of information (demographics, labor, quality of life, assistance available, and web-based GIS) that are critical. T. Sapienza noted that EDAC is clear in that it is planning to create a separate EDAC page, but that EDAC does not want to take control of the town's website – just make it work for economic development. J. McCormack asked about resources to make this happen – R. Deloge responded that resources do not appear to be a problem. T. Bardsley noted that there are keys to creating a good website – and the first priority is creating a good first impression.

D. White added that it is essential to do what we can to help existing businesses, having just read the current Business NH magazine which emphasized this. M. Putnam added that a charge of the EDAC is business retention and looking for ways to attract compatible businesses to the area. Considerable discussion followed. The subcommittee will continue to meet and prepare for the forums.

**Other discussion:**

T. Bardsley noted the success of the recent Pumpkin Festival, and the importance of emphasizing how important the Pumpkin Festival is to Town promotion and business development. An effort must be made to get this fact ingrained into the consciousness of decision-makers and build stronger support. T. Sapienza noted that the Chamber's Souhegan Valley Expo is another critical business development event that must be promoted, and he does see better communication and cooperation. D. White added that because these events are so critical, there needs to be more 'Town' participation and support, and there are expenses related to each. M. Putnam added, however, that the Selectmen must be cautious and careful in spending taxpayer money. The discussion continued relative to the cost of necessary town services and the difficulty of non-Town organizations to foot the bill when the events serve the entire community. T. Bardsley stated that the cost of town services is a huge burden for the event sponsors. The EDAC will continue to discuss the issues and develop stronger partnerships.

T. Bardsley noted the current status of Pennichuck Brewery relative to needing investment and operational assistance to keep moving forward. Although the business is successful, the owner is facing 'burnout' and T. Bardsley asked the EDAC to think about possible avenues of assistance.

**Next full EDAC meeting: Wednesday, December 9, 7:30 AM.**

Motion to adjourn by G. Infanti, seconded by H. Leach, the meeting adjourned at 9 AM.